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**CADKEY Hosts First National DataCAD Dealer Conference**

DataCAD dealers from across the U.S.A. participated in CADKEY's first National DataCAD Dealer Conference at International Headquarters in Manchester, Connecticut, hosted by the A/E/C Product Group, September 11-12, 1989.

The meeting presented CADKEY's plans to develop, support, and distribute the DataCAD product line through a network of expert dealers. The presentations and discussions included sales, marketing, product development, quality control, technical support, third-party developments, and educational programs. Dealers' questions led to lively discussions regarding advertising, trade shows, and training.

Dealers asked if current CADKEY or DataCAD dealers will automatically become new dealers in the other product line. In reply, Gary Delius emphasized CADKEY's concept of distributing through expert dealers. It will be possible for a single dealership to carry both the CADKEY and DataCAD product lines, but to do so, a dealership must qualify for each product line individually. The dealer must be knowledgeable both in the mechanical-engineering arena and in the architecture, engineering, and construction industry to qualify to handle both CADKEY and DataCAD products.

Announcements included special promotions, new pricing for DataCAD products, new pricing for DataCAD maintenance, and new bundling of DataCAD products. These apply to the United States and Canada.

Special DataCAD promotions effective immediately for 90 days include these bundled packages: DataCAD + DC Modeler, and DataCAD + DC Modeler (site license).

Special DataCAD promotions effective October 1 for 90 days include Velocity and these bundled packages: DC Modeler + Velocity, and DataCAD + DC Modeler + Velocity.

**DataCAD 128™ Unveiled**

CADKEY introduced a new product, DataCAD 128™. DataCAD 128 is an educational package that is also available to dealers for promotional purposes.

DataCAD 128 is a fully functional version of DataCAD, Version 3.6e with a maximum drawing-file size of 128K bytes. DataCAD 128 includes a fully functional copy of DC Modeler and several macros, such as Viewmaster, that do not exceed 128K in size. DataCAD 128 does **not** include the DataCAD AEC macro or its associated symbol libraries, with the exception of the Furniture symbols such as Tables and Chairs.



DataCAD 128 is a product intended for educational or trial use. It is offered as is, without warranty, technical support, or program updates. DataCAD 128 is shipped with a copy of DataCAD For The Architect only. Site licenses are **not** available for this product.

Ted Heywood, Director of the A/E/C Products Group, said: "We encourage dealers to use DataCAD 128 aggressively to gain new exposure for DataCAD. We have entered a new phase in developing DataCAD. Our aggressive pricing, bundling, and new product announcements provide the means to increase DataCAD sales dramatically in the next several months. This is an exciting time for CADKEY and our dealers in the A/E/C marketplace. We look forward to working with you to raise the profile of this outstanding product set. The CADKEY Advantage works for you."

As the meeting adjourned, the dealers expressed considerable pleasure at meeting old DataCAD friends again, and great interest in continuing a strong DataCAD product set.

## **Welcome New Dealers!**

CADKEY takes great pleasure in announcing that four new dealers have recently joined us.

### **New CADKEY Dealers**

CCM Designs, Inc., Chuck Marion, Owner.  
CNC Solutions, David Rickard, Owner.  
Computer-Aided Products, Dana Seero, President.  
WJM Sales, Andy Hill, CAD Manager.

We look forward to a long and mutually profitable relationship with each of you. And, if we may be of service to you, please do not hesitate to call us at (203) 647-0220.

## **Training Schedule At CADKEY, INC.**

We have Training dates at CADKEY's World Headquarters in Manchester, Connecticut, scheduled through December, 1989. Please call Lisa Varvelli in the Product Support Department to register, (203) 647-0220.

<b>Course</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>
Introduction to CADKEY 3	9-11	6-8	4-6
Advanced Geometric Modeling	12-13	9-10	7-8
Introduction to CADL	31-2		11-13
CADKEY SOLIDS	16-17	20-21	
CADKEY Dealer Training	3-5	13-15	18-20
DataCAD Dealer Training	23-25		

## **An Invitation To All CADKEY and DataCAD Dealers!**

If you are a CADKEY or a DataCAD dealer participating in an up-coming local, regional, national, international, or specialized trade show, and you would like to have your show, company name, and booth number listed in **3-D WORLD**, please contact Frank Simpson, Editor, at (203) 647-0220. To be listed, your booth must focus its CAD presentation exclusively on CADKEY or DataCAD products. Dealers outside of the United States and Canada should contact Frank Simpson or Jeff Hall, International Sales Manager. The International Sales Department's FAX number is 203-646-1361.

## **NCGA Seeks Nominees For Awards In MicroCADD Industry**

This year, for the first time, the National Computer Graphics Association's Section for MicroCADD is seeking nominees for three awards recognizing individuals who have significantly advanced microCADD technology. The awards recognize contributions in three categories.

The MicroCADD Academic Award recognizes an individual from the academic community who has made a significant contribution to microCADD education. The MicroCADD Application Award recognizes an organization for its unique or innovative application of microCADD technology. The MicroCADD Award for the Advancement



of Computer Graphics recognizes an individual who has been instrumental in the development and acceptance of microCADD within her/his company.

The enclosed brochure provides more detailed information about the NCGA's awards program. All nominations must be received by December 1, 1989.

### **Another CADKEY First!**

## **CADKEY RENDER™ To Debut At AUTOFACT**

CADKEY, INC. will introduce CADKEY RENDER™ at AUTOFACT in Detroit, Michigan, on October 31, 1989. CADKEY RENDER uses CADL™ (CADKEY's Advanced Design Language) to integrate geometric data created in CADKEY 3™ with the PhotoRealistic RenderMan Interface™. The PhotoRealistic RenderMan Interface is the 3-D, photorealistic, scene-description, software protocol developed and marketed by Pixar of San Rafael, California. "This is a real feather in CADKEY's cap," said Bill Kolomyjec, Pixar's RenderMan evangelist. "At least six CAD software companies have announced plans to develop rendering software using the RenderMan interface. CADKEY is the first to introduce a commercial product."

Using **Computer Graphics World's** definition (July, 1988, and July, 1989 issues) the RenderMan interface is a collection of procedures for transferring scene descriptions from a modeling program to a rendering program to produce photorealistic output. "The RenderMan interface allows a CAD company to make its own advanced-imaging product," said Bob LaRochelle, CADKEY RENDER's Project Manager. "RenderMan's photorealism is another reason for true 3-D."

In addition to applications in art, animation, architecture, marketing, engineering and science, CADKEY RENDER and Pixar's PhotoRealistic RenderMan can contribute significantly to manufacturers of consumer products. "The manufacturer can see a photorealistic model of a product," LaRochelle continued. "He/she gets to make decisions about materials, colors and textures before incurring the expense of building a prototype." "This form of pre-visualization," Bill Kolomyjec added, "is really a soft prototype. It cannot be done in 2-D. 3-D is essential."

"Together with CADKEY 3 and CADKEY SOLIDS™," Clive Thomas, CADKEY's Product Manager, said, "CADKEY RENDER provides an effective PC solution for industrial design at a small fraction of the cost of a workstation-based alternative. The same part files created during the design process can be used as the basis for machining operations, using products from CADKEY's third-party developers."

## **CADKEY/386™ and CADKEY Overlay™ To Be At AUTOFACT Too!**

CADKEY/386™, a full 32-bit implementation of CADKEY 3™ (Version 3.52), enhances performance by allowing a user to address up to 4 gigabytes of memory. CADKEY/386 also provides dedicated support to the Weitek Abacus and Intel 80387, floating-point, math co-processors. 32-bit implementation means that a user's models can take advantage of all the memory available in the system. 640K is no longer a barrier. CADKEY/386, CADKEY SOLIDS/386™, and CADKEY RENDER™ furnish a high performance solution for wire-frame modeling/drafting, solids modeling, and visualization.

CADKEY Overlay™ allows a raster image of geometry, obtained by scanning a hand-drawn engineering document, for example, to be loaded into the background of CADKEY 3 and traced over to create that geometry as vector data in CADKEY 3. CADKEY Overlay integrates with CADKEY 3 through CADL™ (CADKEY Advanced Design Language). CADKEY Overlay provides an efficient, cost-effective way to convert a backlog of drawings into CADKEY files.

### **THIRD-PARTY NEWS**

## **IMAGES-3D™ Evaluation For Finite Element Analysis**

Celestial Software of Berkeley, California, offers CADKEY dealers a new FEA sales tool: IMAGES-3D™ Complete Evaluation Version 1.62. Although limited to modeling only 50 nodes, the Evaluation Version has all of the features of IMAGES-3D™ Professional Version 1.6. This is not a demonstration package. Contact Celestial Software, Inc., 125 University Avenue, Berkeley, CA 94710, Telephone: (415) 843-0977, FAX: (415) 848-9849.



## **CADKEY/DataCAD TRADE SHOW UPDATE**

**FEDERAL COMPUTER CONFERENCE**, Oct. 23-25,  
Washington Convention Center,  
Washington, DC, Booth #2718.

**AUTOFACT**, Oct. 31 - Nov. 2,  
Cobo Conference Center,  
Detroit, MI, Booth #2300.

**COMDEX / FALL '89**, Nov. 13-19  
Las Vegas Convention Center,  
Las Vegas, NV, Booth #W0148.

Call Danielle Provencio, Trade Show Manager, for  
the availability of discounted admission tickets  
one month before the show.

### **Dealers Present CADKEY/DataCAD at Regional & Specialized Shows**

**SME APEX SHOW**, Oct. 3-5,  
Infomart, Dallas, TX, Booth #307,  
MLC CAD Systems.

**FABTECH INTERNATIONAL**, Oct. 9-12,  
Chicago O'Hare Exposition Center,  
Chicago, IL, Booth #1038,  
Anderson-O'Brien Associates.

**BUFFALO COMPUTER AND BUSINESS SHOW**,  
Oct. 10-12, Buffalo Convention Center,  
Buffalo, NY, Booth #255-257,  
QMC Technologies, Inc.

**SME APEX SHOW**, Oct. 10-12,  
St. Paul Civic Center,  
St. Paul, MN, Booth #321,  
Anderson-O'Brien Associates.

**COMPUTER AND OFFICE AUTOMATION EXPO**,  
Oct. 11-12, Astrohall, Houston, TX,  
MLC CAD Systems.

**INCAST GOLD RUSH '89**, Oct. 15-18,  
Los Angeles Airport Marriott Hotel (LAX),  
Los Angeles, CA, A & M Systems.

**SME TOOL EXPO '89**, Oct. 18,  
John Q. Hammons Trade Center,  
Holiday Inn, Joplin, MO, CAMTEC.

**NORTHWESTERN TECHNICAL INSTITUTE**,  
Nov. 7, Wausau, WI, CADD Professionals.

**TENNESSEE INDUSTRIAL SHOW**, Nov. 14-15,  
Chattanooga Convention Center,  
Chattanooga, TN, Booth # 1001-1002  
Soft Touch Systems.

**BUILD BOSTON '89**, Nov. 15-17,  
Bayside Exposition Center  
Boston, MA, CADDVision.

**DAYTON INDUSTRIAL EXHIBITION**, Dec. 5-7,  
Dayton Convention Center, Dayton, OH.

### **CADKEY/DataCAD at International Trade Shows**

**CAD CAM INTERNATIONAL '89**, Oct. 3-5,  
Kortrijk, Belgium, Booth #288, VLECAD.

**SMAU '89**, Oct. 5-9, Milano, Italy,  
Algol (Hall 17) and Kyber/SOFT-TECH (Hall 26).

**DESIGN ENGINEERING SHOW '89**, Oct. 10-13,  
Birmingham, England, Booth #737, ECSL-CADKEY.

**COMPUTERS IN MANUFACTURING '89**, Oct. 10-13,  
Birmingham, England, Booth #119, ECSL-CADKEY.

**COMPFAIR '89**, Oct. 17-20,  
Budapest, Hungary, MultiCAD Studios.

**HI TEC '89**, Oct. 18-20,  
Tampere, Finland, Zenex Oy.

**IBERCAD '89**, Oct. 24-27,  
Barcelona, Spain, Fhecor.

**ROBOTICA/METROMATICA '89**, Nov. 14-18,  
Zaragoza, Spain, Fhecor.

**SIMO '89**, Nov. 17-24  
Madrid, Spain, Fhecor

**ACS '89**, Nov. 16-18,  
Wiesbaden, Fed. Rep. Germany, SOFT-TECH.

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**focus** is published monthly by CADKEY, INC., 440 Oakland Street, Manchester, CT 06040-2100. TELEPHONE: (203) 647-0220. FAX: (203) 646-7120. TELEX: 510 600 7223. If you need additional copies, or if there is a change in mailing address, please contact Frank Simpson, Editor, or Mary Beth Staron, Contributing Editor. (C) Copyright 1989 by CADKEY, INC. All rights reserved.

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